



ON TARGET

OFFICIAL PUBLICATION OF THE COMMERCIAL FOOD EQUIPMENT SERVICE ASSOCIATION

SEPTEMBER & OCTOBER 2014

FALL CONFERENCE WRAP UP

BY PRESIDENT PAUL TOUKATLY

FALL CONFERENCE SURGE

BY EXECUTIVE DIRECTOR HEATHER PRICE

MEMBERSHIP & HEADQUARTERS NEWS

INCREASING YOUR OFFICE NETWORK SECURITY

BY TODD EICHMAN

GETTING OUT OF TROUBLE IS OUR BUSINESS

BY DAVID HAHN

CONFERENCE THROUGH THE EYES OF A FIRST TIMER

BY MARKETING DIRECTOR JUSTIN CHEW

CFESA FALL 2014 CONFERENCE RECAP

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ON THE MENU

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ON TARGET is the official publication of the Commercial Food Equipment Service Association. On Target is published on a bimonthly basis. New advertising prices in On Target are now available through the end of 2014. Lock in your price and lock out your competition. If you have any questions regarding advertising, content or need further information contact Justin Chew at CFESA Headquarters: Toll Free 877-414-4127 or via email at jchew@cfesa.com.

Commercial Food Equipment Service Association

3605 Centre Circle · Fort Mill, SC 29715
336-346-4700 (p) · 336-346-4745 (f)
www.CFESA.com



I have just returned from our Fall Conference in Key Largo. If you were unable to attend, you missed one of our best. I was able to attend every round-table, committee meeting and speaker's presentation, and they were all great.

All four of CFESA's committees are busy with their normal committee work, but added to that, they are focused on our new training center. The marketing committee is putting together materials to promote use of our new building. Training and Education is adding new and updated classes as well as adding new trainers to give us more flexibility in scheduling training. Business Technology is developing a plan to utilize web casting and other internet technology to maximize our training footprint. Membership Services is researching more and better services that we can offer now that we have a permanent home. If you have any ideas, or input on uses for our new world headquarters, please contact anyone on the board, or get involved with one of your committees.

The CFESA/NAFEM Liaison Committee also met in Key Largo. As you may be aware, those meetings are now open to everyone. This meeting was especially well attended. There were reports on a number of initiatives that are being worked on, in addition, an ad-hoc committee made up of service companies and manufactures, was formed to discuss the effects of extended warranties on both parties.

Wednesday morning started off with our End User Panel discussion. The panel included Vern Young from Culver Franchising System Inc. John Getha from The Wendy's Company, and Michael Babin with Earl Enterprises. The discussion, which covered a wide range of topics including how to pick a service company and whether the use of OEM parts was important, was moderated by board member Kirby Mallon from Elmer Schultz Services. The End User Panel was followed by our Extended Warranty Panel. That panel consisted of Gene Doerr from Rational USA, Don Peaks with AccuTemp, Ron Arrington from Vulcan/Wolf, Dee Holt with Goodwin Tucker Group, Matt Evens of AIS-Commercial Parts & Service, and Patrick Duffy from Duffy's Equipment Services. The conversation was very open and frank with both manufactures and service companies explaining the issues caused by this customer driven initiative. One of the overriding points made was that even though no one is happy about extended warranties they are something that we all are going to have to learn to deal with, manufactures will need to figure out how to pay for them so that service companies can remain viable. Many thanks to Joe Carbonara for moderating.

Our main speaker was Bryan Dodge. I'm betting that you were as impressed with Bryan as I was. The board was lucky enough to have Bryan as a facilitator for our summer meeting in Fort Mill. Imagine, if you can, all of the energy that you saw during his two presentations given in a small room with a group of only thirteen. His passion and energy is infectious, I'm sure you left wanting to remove the interruptions, distractions, and procrastination from your lives. Bryan's message is that being an eager learner, living with a small box, being thankful for all you have and bringing energy home will improve your life all around. Bryan challenged us all to double our attendance for the Anaheim meeting. We thank Bryan for his time and his message.

Continued on page 16



FALL CONFERENCE SURGE EXECUTIVE DIRECTOR'S MESSAGE, HEATHER PRICE



“What a Surge of Energy”, was the response I received from one of the 14 Fall Conference attendees when I asked what was their overall impression of the conference.

From the first day it was a non-stop roller-coaster of information, motivation and energy! Starting with sessions led by Tony Rapanotti, on becoming a CFESA Board Member, Bruce Hodge facilitating the first CFESA Young Executive Counsel, two impressive panels with viewpoints from the service, end-user and manufacturing channels and Bryan Dodge making us aware of our “Bad Seeds”.

The call to action, by Kirby Mallon and Gary Potvin, for sponsorship of the new CFESA Global Training Center was a true testament to the comradery this association has. Joe Birchhill took the event to a whole new level as the “auctioneer”, and raised over \$36,000.00 in additional sponsorship funds. We thank everyone who has stepped up to be a sponsor and will keep you updated on the building progress.

Now for some quick housekeeping. The Board voted to increase membership dues by 3% and this will be reflected on the 2015 investment statements you will be receiving via email from CFESA HQ starting October 10, 2014. If you have a new email address please contact Lisa Walker, CFESA Accounting Administrator, Lwalker@cfesa.com, and provide her with the corrected information.

The Membership directory is going electronic for 2015! This will be promoted throughout the New Year in all CFESA publications and the CFESA booth during allied association trade shows. Members will receive a QR code to incorporate on your emails, letterhead, invoices etc. that will point to the online directory. We will still be providing a printed version for those who request them. For more details contact your Marketing Committee co-chairs, Gary Potvin gary@pinetrefoodequipment.com, Tony Rapanotti tony@arrepairs.com, Cassidy Martin cassidym@generalparts.com, and Mike Via mvia@rsidfw.com.

Mark your calendars as November 30th will be the cut-off date for submitting your company directory listings for the 2015 edition. Watch for emails from Justin Chew, CFESA Marketing Director, jchew@cfesa.com and also E-news blasts with the links for submissions. If you are not on the E-news link please visit <http://eepurl.com/bFj0> to sign up.

The 2015 Spring Conference will be held Tuesday February 17 & Wednesday February 18, 2015 at the Hilton Anaheim, CA. This conference will host elections for 3 director positions. If you are interested in running, watch for the CFESA Board call to interest form to come out before conference, or contact me for further details. The room block is open for reservations. Book early to make sure you get a room. Complete hotel information is located in this issue.

CFESA's 2015 Training Schedule will be posted on the CFESA website www.cfesa.com January 1, 2015. For information or details contact Linda Riley Lriley@cfesa.com

Let's keep the momentum going!

Heather Price



MEMBER & HEADQUARTER NEWS

NEW CFESA MEMBERS

Join CFESA Headquarters in welcoming eight new Affiliate Members and four new Voting Members.

NEW AFFILIATE MEMBERS

ASI PRECISION SOLUTIONS

480 E. WILSON BRIDGE RD. SUITE D,
WORTHINGTON, OH 43085
614-602-1396
AARON IRVIN

K & N MANAGEMENT

11570 RESEARCH BLVD, AUSTIN, TX 78759
512-296-1313
JAY ANDRUK

DESIRED TEMP SERVICE CONTRACTORS INC.

1125 4TH AVE, BESSEMER, AL 35020
205-426-8505
TIM YEAGER

ACR MECHANICAL INC.

1820 WESTERN AVE, LAS VEGAS, NV 89102
702-369-7015
MARK SEELEY

CRR INC. DBA COMPLETE RESTAURANT REPAIR

P.O. BOX 203, KENT, WA 98035
253-852-0624
MICHAEL TEMPLETON

ADVANCED CASE PARTS, INC.

4100 N. POWERLINE RD, SUITE L-4
POMPANO BEACH, FL 33073
954-773-9090
PAUL PODHURST

MAINTAINIT LLC

1880 K RD, FRUITA, CO 81521
970-817-8665
LUCAS HEISER

SUPERIOR SERVICE CORP

1006 E. SOUTH ST, ANAHEIM, CA 92805
714-502-0240
SCOTT BROWN

NEW VOTING MEMBERS

HEAT TRANSFER SPECIALISTS, LLC – PRECISION KLEEN INC.

23750 ST. CLAIR AVE, EUCLID, OH 44117
216-531-1100
RANDY CONFORTI

HOT POINT COMMERCIAL APPLIANCE LLC

11601 PELLICANO DR, STE C13, EL PASO, TX 79936
915-540-0422
GREG ORNELAS

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440-933-0300
CHRISTOFER CORNET

SERV INDUSTRIAL S.A. DE C.V.

CIPRES 2401-A COL. MODERNA
MONTERREY, NUEVO LEON, MEXICO 64530
800-726-2462
GREGORIO GONZALEZ

REGIONAL MEETING NEWS

2014 REGION 2 MEETING - OCTOBER 13 IN HANOVER PARK, IL

Region 2 has scheduled a 2014 Meeting for October 13, 2014 at Everpure, LLC in Hanover Park, IL. Details have been finalized and the agenda can be viewed on CFESA.com/region2.asp. Contact Craig Szczuka from Falcon Services at crag@falconservicestl.com to RSVP.

2014 REGION 5 MEETING - OCTOBER 10 IN ROSEDALE, MD

Region 5 has scheduled a 2014 Meeting for October 10, 2014 at EMR 9100 Yellow Brick Rd, Rosedale, MD 21237. On the agenda: new service vehicle options and demonstrations, Vulcan plant tour (if permissible), MAFSI sales representative presentation, Manitowoc New North East Regional Manager invitation and possible presentation, Possible training presentation from Ignitor Labs, Equipment installation presentation, Service Vehicle inventory techniques. Also scheduled is an Aquarium adventure. Contact John Sappo at john@daubers.com or Bruce Peeling at bpeeling@emrco.com to suggest agenda topics, for more information or to RSVP.

MEMBER & HEADQUARTER NEWS, INDUSTRY NEWS

PASSING OF KEN HIGH - HIGH SABATINO ASSOCIATES



It is with great sadness that we announce the passing of longtime MAFSI Member, Ken High, Founder, High Sabatino Associates, Jessup, MD. Ken, passed away peacefully on August 12, 2014. He is survived by his beloved wife Patricia of 56 years, her son Curtis Trevor; her son David Williams, his wife Laurie and their three children - Erica, Nolan and Dana; and her daughter Julie

Andersen Sawyers, her husband Shelby and their two children - Cody and Haley.

FOODSERVICE EQUIPMENT REPORTS ANNOUNCES RECIPIENTS OF 2015 INDUSTRY EXCELLENCE AWARDS

Foodservice Equipment Reports has named this year's Industry Service Award winners. The 2015 Service Agent of the year is Joe Pierce owner of Pierce Parts & Service in Macon, Ga. Mike Via of Refrigerated Specialist in Mesquite, Texas is the Young Lion Service Agent Award winner.

NEW GUIDELINES FOR CANADIAN TECHNICIAN CERTIFICATION

During the meeting of the CFESA Board, July 28 & 29, 2014, the Education Committee's motion regarding Canadian Gas & Refrigeration Tickets was addressed. The Education Committee had recommended to the board the tickets be used for original certification but a new requirement would be put in place for recertification, requiring the Canadian technicians to have two proof of training in order to re-certify. This re-certifying requirement is already in place in all other participating countries. (see On Target Article, May/June 2014 issue)

The board discussed the issue, pointing out that some states, in the U.S., also require extensive training and licensing in order for a technician to repair commercial equipment, but they are still required to take the certification test to become a Certified Technician with CFESA. After further discussion, the board voted to **immediately implement the following policy:** All technicians in all countries are required to take a CFESA certification test in order to qualify for certification status with CFESA. All Canadian technicians that are already certified will be considered "grandfathered in." They will not be required to test in order to retain their certifications as long as they meet the recertification criteria of two proof of training within each five year period. Any new application for technician certification can only be attained through taking one of the CFESA Certification tests.

MIKE VIA JOINS CFESA BOARD OF DIRECTORS

Christopher Heina of Cobblestone Ovens Inc has resigned his position on the CFESA Board. Mike Via with RSI - Refrigerated Specialists Inc will fill the director position. Mike is co-chair of the Marketing committee and may be reached at mvia@rsidfw.com or mvia@cfesa.com please welcome him aboard!

GENERAL PARTS GROUP RELOCATES TO LARGER DENVER FACILITY

General Parts Group, a commercial kitchen equipment repair company, is pleased to announce the relocation of its Denver facility. This new facility is larger and will allow for planned expansion of the branch across both its existing markets and beyond. The new facility will be located at 1020 West 124th Ave, Westminster, CO 80234 and is now open to the public.

INSINKERATOR RESPONDS TO GROWTH IN FOODSERVICE BUSINESS WITH NEW HIRES

RACINE, Wis. - InSinkErator®, a business unit of St. Louis-based Emerson Electric Co. (NYSE: EMR), has welcomed two new employees as a result of its expanding foodservice business. Bob Thielen joined InSinkErator as Sales Manager. His responsibilities include promoting and selling InSinkErator Foodservice Products to design consultants and the company's dealer/distributor customers in the U.S. market. Erica Vranak joined InSinkErator as Marketing Manager - Foodservice Products. She is responsible for all marketing activity for current products and also involved with new product development.

CFESA PRESIDENT VISITS PG&E FOOD SERVICE TECHNOLOGY CENTER

CFESA would like to thank Richard, David, Frank, Janel and Matt as well as the entire team over at PG&E Food Service for the assistance and input related to the structure and design of the new CFESA World Headquarters and training facility.



Continued on page 16

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RECENTLY EXTENDED

WORLD HEADQUARTERS AND GLOBAL TRAINING CENTER SPONSORSHIP

The board of directors have decided to extend the sponsorship deadline. The deadline will be extended until we hit our goal of \$250,000. Don't miss your chance to make a huge impact on future members.

Manufacturer Sponsorship

Platinum Level - \$7,500

Sponsors also receive:

- Display of Platinum Sponsorship at CFESA HQ
- Display of Platinum Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Full article in an upcoming On Target about your company
- Social Media Spotlight
- eNewsletter Spotlight



Gold Level - \$5,000

Sponsors also receive:

- Display of Gold Sponsorship at CFESA HQ
- Display of Gold Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Social Media Spotlight
- eNewsletter Spotlight



Silver Level - \$3,000

Sponsors also receive:

- Display of Silver Sponsorship at CFESA HQ
- Display of Silver Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Social Media Spotlight



Bronze Level - \$1,000

Sponsors also receive:

- Display of Bronze Sponsorship at CFESA HQ
- Display of Bronze Sponsorship on CFESA.com



Manufacturer Sponsor Info
<http://bit.ly/cfesa112>

Member Sponsorship

Platinum Level - \$1,200

Sponsors also receive:

- Display of Platinum Sponsorship at CFESA HQ
- Display of Platinum Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Full article in an upcoming On Target about your company
- Social Media Spotlight
- eNewsletter Spotlight



Gold Level - \$750

Sponsors also receive:

- Display of Gold Sponsorship at CFESA HQ
- Display of Gold Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Social Media Spotlight
- eNewsletter Spotlight



Silver Level - \$500

Sponsors also receive:

- Display of Silver Sponsorship at CFESA HQ
- Display of Silver Sponsorship on CFESA.com
- CFESA Sponsorship plaque to display at your facility
- Social Media Spotlight



Bronze Level - \$250

Sponsors also receive:

- Display of Bronze Sponsorship at CFESA HQ
- Display of Bronze Sponsorship on CFESA.com



Manufacturer Sponsor Info
<http://bit.ly/cfesa113>

INCREASING YOUR OFFICE NETWORK SECURITY

BY: TODD EICHMAN



At the past CFESA Business Technology Committee Meeting in Chicago, the issue of Microsoft Internet Explorer and network security was brought up. While many members are aware of the security risks of using Explorer, many noted that they have to use Microsoft's Internet Explorer because some of the critical websites that they regularly need to access only work with Explorer.

While almost every company these days has multiple layers of security consisting of hardware firewalls, virus protection software, and many other counter measures, one of the easiest ways for hackers to compromise your network security is through weaknesses in browsers, especially Explorer. Hackers find it much easier to penetrate network security through vulnerabilities in browsers rather than battling network security hardware and software programs. Explorer has been found to be the least secure and most exploited browser on the internet by multiple independent organizations.

"Microsoft's Internet Explorer experienced a record number of software vulnerabilities in the first half of 2014, far above any other popular program, a Bromium analysis of US National

Vulnerability Database (NVD) figures has shown.

Checking Bromium's numbers from the NVD, it looks as if IE's flow of public software flaws has roughly doubled, reaching 133 for the first half of 2014, up on the 130 recorded for the whole of 2013."

By John E. Dunn | Techworld | Published: 14:01, 24 July 2014

So while these members were aware of the risks of using Explorer due to security holes in it, many did not know that there are free software extensions that you can download and install on other more secure internet browsers, such as Google Chrome and Mozilla Firefox, which will allow you to access Explorer only websites with an increased level of security. Basically, once you download and install the Explorer extension into either Chrome or Firefox, you can access the Explorer only page without using Explorer itself.

The main benefit of using Chrome or Firefox with the Explorer extension is that your security is enhanced by using Chrome or Mozilla 100% of the time on a daily basis rather than Explorer. Even though there may still be some inherent security risks in using the Explorer extension with Chrome or Firefox, the websites that you have to use the Explorer extension on are more likely to be secure since you already trust them. Since it is generally the non-trusted websites that produce security risks, you will be much better protected using a more secure browser the rest of the time when you are not surfing on the Explorer only websites.

If you are not already doing so, and if you wish to increase your own personal security as well as that of your office and entire organization, I recommend the following setup and use it on all computers within my entire organization. Obviously this will not fully protect you from malevolent websites but it will help to increase your security with a few quick changes.

Instructions: Download and install either Google Chrome or Mozilla Firefox. After you have installed and setup Chrome/Firefox, go to <http://www.ietab.net/> and download the appropriate version of the IE Tab extension for your browser. Once you have installed the IE Tab extension, you should see a small IE Tab icon appear in the top right toolbar of your browser. Close and restart Chrome/Firefox and go to the Explorer only page that you wish to access.

Once the page has loaded, click the IE Tab icon and you should be able to completely access the website.

GETTING OUT OF TROUBLE IS OUR BUSINESS

BY: DAVID HAHN, FESCO

Every day, CFESA companies receive thousands of calls for parts and service. Those calls are made because there is trouble with customer's equipment. Our job is to get them out of trouble in the most time-efficient and cost-effective manner possible. If each of these went perfectly many of us would be happily and richly retired by now. But, as we all know, most of these calls do not come off without a hitch.

We all have great systems and processes in place. We have invested in buildings, tools, trucks, IT and other infrastructure for our businesses. We have as much inventory as we can afford....and then some. We have hired the best people and developed compensation packages to keep them for the long-term. We train our employees through CFESA training, factory-sponsored training and many other programs. Still, in spite of all our efforts and all the resources available, we have customer complaints.

It is at this point where we can make the greatest impact on our customer. *It is not how we get into trouble; it is how we get out that really matters.*

Research shows that the financial impact of one disappointed customer is multiplied by 16 times if the customer is left unsatisfied. They will tell many others who tell many others and so on. However, research also shows that over 70% of customers who have their problem resolved in their favor will do business with you again. Customer loyalty is greatly influenced by how they are treated when there is a problem.

- 1) Understand that the customer that complains is really doing you a big favor. They value the relationship enough to take time and effort to resolve their issue and they want to continue doing business with your company. The customer who does not call, but just goes away mad, is the one that is causing us much more harm than the complainer. I believe this is the most important thing to keep in mind as you work towards a solution.
- 2) As unpleasant as it is, the unhappy customer rarely vents for more than 45 seconds. Listen to their story closely without getting defensive. They may hint at, or even offer the solution during their vent and it may be very simple and less costly than the solution you had in mind.
- 3) Empathize with the situation. Try and put on their shoes and imagine why they feel the way they do. Customers want you to see things from their perspective. You may say something like "I can see why you feel that way" to let them know you are connecting with them.
- 4) Apologize as needed. If a mistake was made, apologize. Do not blame the situation on any person or department. The customer does not typically care about who caused it. Your company created the situation and you are representing the company with your apology. Sometimes this is all that is needed to satisfy the customer.
- 5) Solve the problem in a timely manner. As mentioned above, the customer may offer the solution during the conversation. If their idea seems fair for all, accept it and move on. To do this, you must empower your employees to make these decisions and solve problems on the spot. This is great for customer retention and employee morale. If the problem is such that it does need to go to management or research has to be done, do it quickly and get back to them as promised. Nothing will make the problem worse faster than giving the customer the feeling they are being ignored.

My experience has been that most of the problems customers bring to me are relatively inexpensive to resolve. They are more concerned about circumstances than dollars. It is much easier and less costly (both in dollars and reputation) to do what it takes to retain existing customers than it is to go out and earn new customers.

Trouble is our business. When this is your business, it will come your way. Following the above steps, should help get out of trouble.



CFESA 2014 FALL CONFERENCE RECAP

MONDAY SEPTEMBER 22 - WEDNESDAY SEPTEMBER 24



Tony Rapanotti - Future BOD Workshop
 BOD Fall Meeting
 Opening Reception Spread
 Brock Coleman making his entrance for the membership meeting

NAFEM / CFESA Liaison Meeting
 Young Executives Luncheon
 Opening Reception and Networking Stations
 Paul Toukatly making his entrance for the membership meeting

Wells Whaley at BOD Fall Meeting
 Dolores & John Guettler
 Opening Reception Spread
 Gary Potvin making his entrance for the membership meeting

RECERTIFICATIONS



AR Repairs Baker's Kneads, Inc.



Coker Service, Inc.



Commercial Appliance Service, Inc.

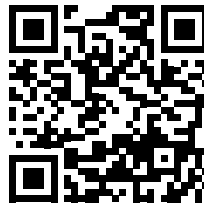
BUILDING SPONSORSHIP



Joe Birchhill leading the building sponsorship



Samantha Farrell fist bumping her donation



All of photos you see, plus many more can be found at <http://bit.ly/cfesafall14photos> or use the QR code

BRYAN DODGE DELIVERING HIS KEYNOTE "HOW TO BEAT YOUR BEST YEAR EVER"



ROTATING WORKSHOPS



Analytics of Training
Jason Rykken



How to Promote the CFESA Advantage, PT2
Gary Potvin



A New Profit Source
Scott D'Aniello



New Technology
Michael Orlando

END USER PANEL DISCUSSION



EXTENDED WARRANTIES AND HOW THEY IMPACT THE INDUSTRY

RELAXING AND HAVING FUN



CONFERENCE THROUGH THE EYES OF A FIRST-TIMER

BY: JUSTIN CHEW, CFESA MARKETING DIRECTOR

I would like to start out this article by saying, thank you so very much to all of the conference attendees that decided to come out and participate in this year's CFESA Fall Conference 2014.

A brief background on me; I come from the events field and I absolutely love it! I love the logistics involved including: setup, tear-down, audio / visual, site visits, and most importantly meeting all of the people that attend. I have done hundreds of events, some small, some large, many for technology firms that involve young adults playing games and tweeting about their experience. This leads to many great opportunities for clients but can also be devastating if done incorrectly.

Sunday morning arrived and we had our pre-conference meeting with select members of the hotel staff. This was comforting as I was able to visually understand how the flow of the three days would work. After the meeting ended and the walk-through was finished, we began the setup process. Again, I'm used to thousands of individuals rushing in to get credentials as fast as possible so that they can be the first to try an all new piece of technology. This was absolutely not the case with this conference. We had badges laid out on six different tables that members could come and pick up as they pleased. I understood then that this was going to be a completely different experience.

As conference attendees began to trickle in the first morning, I began meeting people and having one on one time. In the back of my mind I was sure at some point we would have a mad rush with people pushing and shoving to get their name badges... it never happened. People were actually hanging out in the badge pickup area talking to other CFESA members as they came in to pick up their badge.

What I began to realize was they were all at this conference for one reason. They were in an association that was created FOR them BY them. It didn't really matter that one member was the owner of a large successful business and that the other member was part of the service team. They bonded over the fact that they both belonged to CFESA. They were willing to share ideas freely with each other for the greater good, the higher cause. Yes, it may have benefited one or the other more, but they didn't care. It was the simple fact that one of them

had the knowledge and willingness to share it with someone who had the question.

Later into the conference I attended my first marketing committee meeting. I was slightly unsure how to prepare for this but did my best to provide as much information as I could. What an absolutely refreshing meeting this was! Every member that spoke up had something forward thinking to add. Including but not limited to: creating a digital version of the membership directory, social media push involving new members, using remaining credit with WOW brands to create a mobile version of CFESA.com, and ideas on increasing our On Target subscription.

The idea I found myself most excited about was the digital version of the membership directory. Not because I dislike the printed version, it certainly serves a purpose but because of the capabilities that are possible with an electronic version. First off you no longer need to have it physically version with you in order to tell people about it. You could have a QR code with the link or just the link itself that you could share with a potential member or manufacturer who seems interested in finding out more about CFESA. The possibilities are truly limitless if you start to think about it. If you were able to attend the panel discussion, you heard Michael Babin, Vice President of Purchasing and Facilities at Earl Enterprises say that if we had an electronic version of the membership directory he would be far more likely to use a CFESA certified techs. Essentially, we would house the membership directory on CFESA.com. You as a member could share that link in your signature line or on your website with something like "Check out our company in the new CFESA membership directory". Another extremely beneficial point would be that you would now have the capability of searching by name, zip code or state. Really anything in the directory would become searchable, adding yet one more benefit to becoming a CFESA member.

In closing, I would like to prepare you for the changes that are coming down the pipe. Please don't fear or resist the change, help embrace the change and as always, reach out to me if you feel like you have something beneficial to add or feel like something could be done more effectually. I am

CFESA SPRING 2015 CONFERENCE
TUESDAY, FEBRUARY 17TH & 18TH 2015 IN ANAHEIM, CALIFORNIA



This year, the CFESA board of directors voted to reduce the CFESA Spring conference from three days down to two days. In order to keep with tradition, our final day will lead directly into the NAFEM show.

Make sure you take advantage of all of the great opportunities that will present themselves this year at CFESA Spring conference 2015!

HOTEL INFORMATION:

THE ANAHEIM HILTON

777 W Convention Way
Anaheim, CA 92802

Room Block: CFESA2015

Book Online: <http://bit.ly/CFESASpringHotel>

Reservation Phone: 714-750-4321

Room Rate: \$225

HOTEL CUT-OFF: DECEMBER 31, 2014

Remember that you have the opportunity to receive a complimentary badge as well as a possible \$500 scholarship to attend the NAFEM show.

- Register at <http://bit.ly/NAFEMReg> by January 5th, 2015
- Select CFESA15 from the "source code" field
- Verify your attendance by swiping your badge at the NAFEM booth on the show floor
- To learn more about scholarship information please visit <http://bit.ly/NAFEMScholar>
- Be sure to stick around until the very end for a special appearance from GRAMMY winning Zac Brown Band



FEBRUARY 19TH-21ST 2015

ANAHEIM CONVENTION CENTER

**THE NAFEM SHOW FEATURES
FOODSERVICE EQUIPMENT
AND SUPPLIES FROM 500+
MANUFACTURERS.**

GAVEL CONTINUED

Continued from page 4

Everything that I've mentioned up until now was great, but the most impressive thing that happened at this conference was your response to our call for action in support of the training center. Joe Birchhill, CFESA's own master of ceremonies, did a great job in running our auction, but it was your willingness to step to the plate that made it such a success. In a little over forty minutes, you donated \$ 36,000.00. I know that I speak for the entire board when I say that we were blown away. That kind of dedication, that kind of generosity, that kind of involvement is what sets this organization apart from any other that I've been involved with. CFESA's members don't just talk about getting things done, we do it!



Thank you for your continued support. See you in Anaheim.

Paul Toukatly

MEMBERSHIP DIRECTORY CHANGES

As an association, it was agreed on during the fall conference that we would proceed with converting the membership directory into an electronic version. One of the main reasons was for the portability that it would provide as well as the searching capability that comes with being electronic. CFESA will house the membership directory on CFESA.com and will provide a link once the document has been created and stored. With that link, we will also include a QR code that you can easily provide to individuals that are interested in becoming a member.

We will not do away with the paper version, but will limit the printing to a significantly less amount. We would encourage you to try the electronic copy before requested a paper copy. Advertising within the membership directory will continue as it always has but will have the added benefit of providing a hyper-link within the electronic copy that will send your potential

INDUSTRY NEWS CONTINUED

Continued from page 7

SEASONED SERVICE AGENCY GETS NEW HOME

To accommodate growth, Vanco is pleased and excited to announce that they have acquired a new facility and Vanco is now located at: 8025 Castleway Dr, Indianapolis IN 46250. Conveniently located just off 82nd Street in the Castleton Business Park, all of their phone numbers and emails remain the same.

HERITAGE FOODSERVICE GROUP LAUNCHES

HERITAGEPARTS.COM

FORT WAYNE, Indiana Heritage Parts, North America's leading provider of replacement parts for commercial and institutional kitchen equipment, has launched an eCommerce website that creates additional ways for customers to research and purchase parts while integrating its expert customer service representatives to enhance the experience.

customer directly to your website with one click of the mouse.

Please be on the lookout for e-news correspondence coming from CFESA with additional details and information regarding this transition. You will be receiving an email with a link inside that will take you to a website that will gather your membership directory information. We ask that you fill out this information as soon as possible to ensure your placement within the membership directory. Please complete all of the fields that appear as accurate as possible, this information will be taken directly from your submission and placed within the directory.

Thank you for your understand and please feel free to reach out directly to Justin jchew@cfesa.com or Heather hprice@cfesa.com at CFESA headquarters if any immediate questions arise.

INDUSTRY CALENDAR

CFESA 2014 REGION 5 MEETING

OCTOBER 10, 2014
ROSEDALE, MD

CFESA 2014 REGION 2 MEETING

OCTOBER 13, 2014
HANOVER PARK, IL

COFFEE FEST

OCTOBER 17, 2014 - OCTOBER 19, 2014
OREGON CONVENTION CENTER
PORTLAND, OR

CFESA MANAGEMENT TRAINING

OCTOBER 22, 2014 - OCTOBER 24, 2014
CFESA WORLD HEADQUARTERS &
GLOBAL TRAINING FACILITY
FORT MILL, SC

INTERNATIONAL HOTEL/MOTEL & RESTAURANT SHOW

NOVEMBER 9, 2014 - NOVEMBER 11, 2014
JAVITS CONVENTION CENTER
NEW YORK, NY

RFMA ANNUAL CONFERENCE

FEBRUARY 1, 2015 - FEBRUARY 3, 2015
THE SAN DIEGO CONVENTION CENTER
SAN DIEGO, CA

CFESA 2015 SPRING CONFERENCE

FEBRUARY 17, 2015 - FEBRUARY 18, 2015
ANAHEIM CONVENTION CENTER
ANAHEIM, CA

NAFEM SHOW 2015

FEBRUARY 19, 2015 - FEBRUARY 21, 2015
ANAHEIM CONVENTION CENTER
ANAHEIM, CA

FEDA 2015 CONVENTION

MARCH 25, 2015 - MARCH 29, 2015
JW MARRIOTT DESERT RIDGE RESORT
PHOENIX, AZ

INTERNATIONAL ASSOCIATION OF CULINARY PROFESSIONALS INTERNATIONAL CONFERENCE

MARCH 27, 2015 - MARCH 30, 2015
WASHINGTON, DC

NORTHWEST FOODSERVICE SHOW

APRIL 26, 2015 - APRIL 27, 2015
OREGON CONVENTION CENTER
PORTLAND, OR

FOOD SAFETY SUMMIT EXPO & CONFERENCE

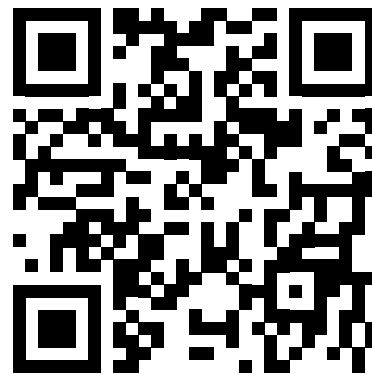
APRIL 28, 2015 - APRIL 30, 2015
BALTIMORE CONVENTION CENTER
BALTIMORE, MARYLAND

NATIONAL RESTAURANT ASSOCIATION SHOW 2015

MAY 16, 2015 - MAY 19, 2015
MCCORMICK PLACE
CHICAGO, ILLINOIS

THE NATIONAL ASSOCIATION OF COLLEGE & UNIVERSITY FOOD SERVICE

JULY 22, 2015 - JULY 25, 2015
INDIANAPOLIS, IN



Scan the above image to be taken
directly to the Training Calendar

COMPANIES WITH TECHNICIAN CERTIFICATIONS IN MAY & JUNE 2014

COMMERCIAL APPLIANCE PARTS & SERVICE

8416 LAUREL FAIR CIR #114
TAMPA, FL 33610
813-663-0313
WWW.COMAPP.COM

ECOLAB EQUIPMENT CARE (GCS SERVICE INC)

370 WABASHA ST
ST. PAUL, MN 55102
651-293-4399
WWW.EQUIPMENTCARE.COM

PARTS TOWN LLC

1150A N SWIFT RD
ADDISON, IL 60101
800-438-8898
WWW.PARTSTOWN.COM

COMMERCIAL APPLIANCE SERVICE INC

281 LATHROP WAY STE 100
SACRAMENTO, CA 95815
916-567-0203
WWW.COMMERCIALAPPLIANCE.COM

ELMER SCHULTZ SERVICES INC

540 N 3RD ST
PHILADELPHIA, PA 19123
215-627-5400
WWW.ELMERSCHULTZ.COM

RES - RESTAURANT EQUIPMENT SERVICE GROUP

50 EISENHOWER LN N
LOMBARD, IL 60148
800-875-7537
WWW.REEDYINDUSTRIES.COM

COMMERCIAL KITCHEN PARTS & SERVICE

1377 N BRAZOS
SAN ANTONIO, TX 78207
210-735-2811
WWW.COMMERCIALKITCHEN.COM

GENERAL PARTS LLC

11311 HAMPSHIRE AVE S
BLOOMINGTON, MN 55438
952-944-5800
WWW.GENERALPARTS.COM

RSI- REFRIGERATED SPECIALIST INC

3040 EAST MEADOWS BLVD
MESQUITE, TX 75150
972-279-3800
WWW.RSIDFW.COM

COMMERCIAL PARTS & SERVICE INC

6940 PLAINFIELD RD
CINCINNATI, OH 45236
513-984-1900
WWW.CPSOHIO.COM

HI.TECH COMMERCIAL SERVICE

1840 STELLA LAKE ST
LAS VEGAS, NV 89106
702-649-4616
WWW.HITECHNV.COM

TECH.24

5256 EISENHOWER AVE
ALEXANDRIA, VA 22304
703-354-3835
WWW.MYTECH24.COM

CSI - COMMERCIAL SERVICES INC

18330 EDISON AVE
CHESTERFIELD, MO 63005
636-519-7000
WWW.CSISTLOUIS.COM

MID-SOUTH MAINTENANCE OF TN

1055 RIDGECREST DR
GOODLETTSVILLE, TN 37072
615-822-2257
WWW.MIDSOUTHMAINTENANCE.COM

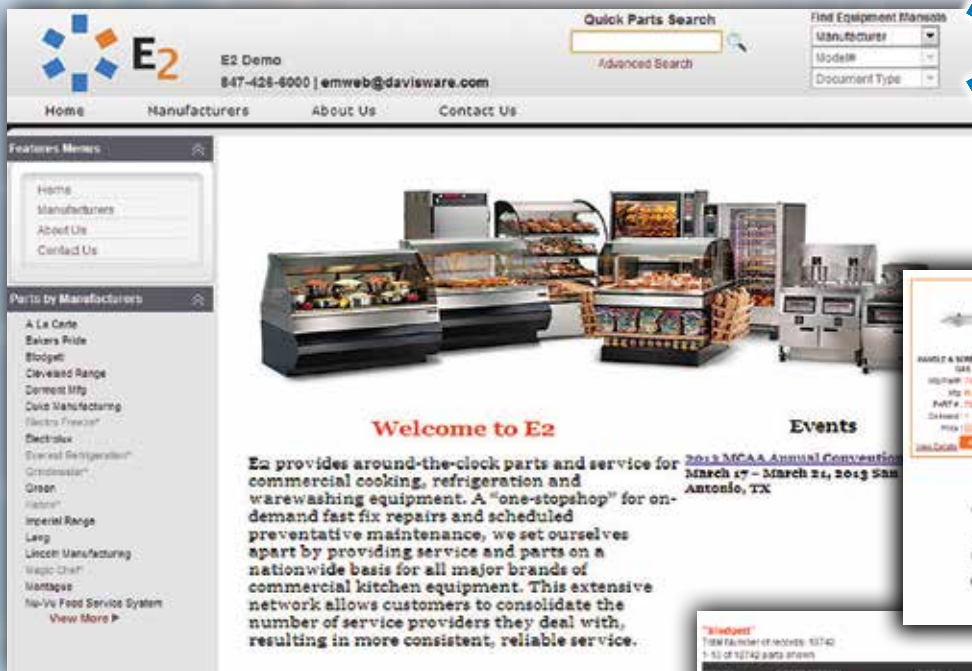
WHALEY FOODSERVICE

137 CEDAR RD
LEXINGTON, SC 29073
803-996-9900
WWW.WHALEYFOODSERVICE.COM

To support quality service, CFESA has a program in which technicians are tested and certified only upon successful completion of an exam. Our technicians are awarded seals of excellence in electricity, gas, steam or refrigeration and given certificates noting their CFESA Certified Technician status in that area. Once a technician has passed 3 of 4 tests, they are awarded a Master Technician Certification. The CFESA Certified Master Technicians are among the most knowledgeable technicians in the industry. Restaurant owners and foodservice managers alike recognize the value of a highly educated technician when they request a CFESA Certified Technician to perform their maintenance and repairs.

If you are interested in having a technician test in the area of Electric, Gas, Steam or Refrigeration you may visit the CFESA website and download the CFESA testing forms, proctor guidelines and other important documents that relate to the CFESA testing programs. You may also contact Testing Administrator Linda Riley at CFESA Headquarters 336.346.4700 or via email at Lriley@cfesa.com.

The most comprehensive database tool for servicing the Food Service industry.



Create customized customer websites with account-specific

- equipment manuals
- parts pictures
- exploded views
- service bulletins
- model images
- real-time availability, and
- pricing

PRICE	DESCRIPTION	PART #	PRICE	STATUS	QTY
	REGULATOR, 1/2" IN. PRESSURE	42261	\$60.00	In Stock	<input type="text"/>
	EDG-4200-100-100	42264	\$60.00	In Stock	<input type="text"/>
	REG-100-100-100-100	42265	\$60.00	In Stock	<input type="text"/>
	EDG-100-100-100-100	42266	\$60.00	In Stock	<input type="text"/>
	REG-100-100-100-100	42267	\$60.00	In Stock	<input type="text"/>

Fully integrated with  GlobalEdge and  S2K.

Thanks for visiting us at the CFESA 2014 Fall Conference!



Celebrating 70 Years of Excellence in the Foodservice Industry



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